

Rationale

- » This spread is a quiz for 12 well known brands and/or organizations that have patented colors.
- » The body copy is Franklin Gothic 12 point size as this is the typeface used for the magazine.
- » Bodoni is the distinctive serif typeface that pairs well with Franklin Gothic condensed as a sans serif typeface.
- » The point of the quiz is to match the numbers on the left to the letters on the right.
- » The boxed numbers contain the company names in a scarlet red.
- » The boxed letters contain the patented color that represents each company listed on the left.
- » I chose an even amount of warm and cool color values to contrast and complement each other.
- » The quiz has an answer sheet at the very bottom of the spread.

@ISSUE:

Who Owns That Color?

“I can’t remember the name, but it’s the one in the yellow box.” At one time or another, most of us have described a product by color to a store clerk, hoping that hint was enough of a clue to identify what we wanted. And as often as not, the clerk knew exactly which brand we meant.

That’s not surprising. Color is often associated with places, people, and things. Powder blue. Pumpkin orange. Royal purple. Dandelion yellow. Hot pink. Cherry red. Each evokes a certain tone and hue.

Companies have turned this associative tendency of colors to marketing advantage by incorporating a single distinctive color, or combination of colors, into their brand or corporate identity. Used often and in the exact same shade time after time, the chosen color becomes part of the signature, as recognizable as the corporate name and logo.

Below are 12 familiar corporate colors. See if you can match each with the company that “owns” it.

1 SAMSUNG	2 STARBUCKS	3 CATERPILLAR
4 APPLE	5 HOME DEPOT	6 LOUBOUTIN
7 TWITTER	8 T-MOBILE	9 UPS
10 FEDEX	11 UNIVERSITY OF CAROLINA	12 COCA COLA

A	B	C
D	E	F
G	H	I
J	K	L

1.F SAMSUNG 2.J STARBUCKS 3.E CATERPILLAR 4.L APPLE 5.I HOME DEPOT 6.C LOUBOUTIN 7.H TWITTER 8.A T-MOBILE 9.K UPS 10.D FEDEX 11.B UNIVERSITY OF CAROLINA 12.G COCA COLA

Rationale

- » This quiz is a digital web publishing called Name that Brand for the @Issue Journal of Design.
- » The objective of this quiz is to figure out the names of the famous brands without the actual name in the image.
- » I chose brands that you most see on a daily basis in NYC.
- » These brands are categorized into cars, finance, clothing, shopping, television, beverages, and gaming.

